Costs of Attending College Again Likely to Rise Faster Than Inflation

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diction around. "What's left out of the equation is the continuing badgering by the Secretary of Education. Keeping that issue on the front burner may produce a political force on colleges that says, 'You have to restrain yourselves,' " he said.

Meredith Ludwig, senior coordinator for association research at the American Association of State Colleges and Universities, expects that tuition at public institutions will increase in the range of 5 to 7 per cent. "Our presidents are saying that the costs of things they can't control, like books, utilities, and insurance, are rising, and those are their big cost pressures this year," she said.

A few of the nation's most expensive private universities have announced their tuition rates for next year, with increases of at least 6 per cent. Brown University will raise tuition 6.9 per cent, to $13,375; the University of Chicago will raise it 6.7 per cent, to $12,930; and Princeton University's will go up 6.6 per cent, to $13,380. The increases will push the cost of attending those universities to roughly $18,000. Tuition, fees, room, and board will total $18,048 at Brown, $18,065 at Chicago, and $17,967 at Princeton.

Following is a sampling of 1988-89 tuition rates at other colleges and universities:

- At Lafayette College, tuition will jump 10.8 per cent, to $12,025. The additional revenue will pay for an exchange program with a university in the Soviet Union, for student financial aid, and for the hiring of an additional librarian, among other things.
- The Arizona Board of Regents has increased in-state tuition at the University of Arizona and Arizona State and Northern Arizona Universities by 6.8 per cent, to $1,278. In addition, the regents approved a policy linking tuition to the cost of education. Next year tuition will cover 20.5 per cent of the cost, with the share rising by half a percentage point over each of the next five years so long as tuition remains in the lowest one-third of state flagship universities nationwide.
- At Syracuse University, undergraduate tuition will rise 9.8 per cent, to $9,560. Most of the additional revenue will go for an 8-per-cent increase in the salary budget, according to a university spokesman.
- Resident tuition at Metropolitan Community College in Nebraska will increase 5.7 per cent, to $832.50. The increase, the first in two years, was needed because of a slowdown in the growth of state appropriations, a college spokesman said.
- At Wheaton College in Illinois, tuition will be $7,728, a 6.5-per-cent increase. The college plans to increase its financial-aid budget by 14 per cent to help students cover the higher cost.
- At Youngstown State University, tuition and fees for resident undergraduates will rise 11.1 per cent, to $1,800. Even with a double-digit increase, the university's tuition will still rank among the lowest of Ohio's public, four-year institutions, officials noted.
- Tuition at the University of Miami will be $10,801, a 9.7-per-cent increase. Most of the additional income will go for library expenditures and for costs associated with Miami's plan to lengthen the academic year by two weeks.
- At Vincennes University, tuition for resident students will rise 5.6 per cent, to $1,417.50. The increase was needed, a spokeswoman said, because the Indiana legislature based its appropriation on the expectation that the trustees of the two-year college would increase tuition 5 to 6 per cent.

Some Hold the Line

Although most colleges and universities are expected to raise tuition for 1988-89, some are holding the line. At the 29 state-operated campuses of the State University of New York, for example, in-state tuition for undergraduates will remain where it has been since 1983-84, at $1,350. Full-time resident students attending public two-year colleges in California will continue to pay just $100 per year for tuition and fees.

Nationwide, tuition this year at public institutions, which enroll about 9.7 million students, averages $1,359 at four-year colleges and $687 at two-year colleges. At private colleges and universities, which enroll some 2.8 million students, tuition at four-year and two-year institutions averages $7,110 and $4,058, respectively.

According to the U.S. Department of Education, colleges and universities received a total of $23-billion in tuition revenue in 1985-86, the latest year for which figures are available. Public institutions received $9.4-billion, which amounted to 14.5 per cent of their total current-fund revenue, while private institutions received $13.6-billion, which made up 38.6 per cent of their total revenue.

Tuition: President Says 100 Private Colleges Follow Crowd

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creasingly—rightly or wrongly—we are seeing price as a statement to the public of who we are," he continued.

Mr. Breneman said he thought peer pressure was responsible for one or two percentage points of the annual tuition increases of selective private colleges.

He hastened to add that, by and large, colleges were spending their tuition revenues wisely. "Nobody is making any profits in private higher education," he said. "We're not squirreling money away, and we're not giving profits to stockholders. We raise it and we spend it in a never-ending chase to enhance the quality of our programs."

This year, for example, Kalamazoo decided to add an East Asian studies program, a new cost that will be reflected in tuition.

Mr. Breneman said his views on the subject had been sharpened by an article by Barry Werth in the January issue of *New England Monthly*, "Why Is College So Expensive?" The subtitle gave the answer: "One reason only, Mr. and Mrs. America: You *want* it that way." The article profiled the costly and successful strategy that Mount Holyoke College had followed to improve its quality and keep enrollments high.

Mr. Breneman said he could not afford *not* to keep up with the competition. He would not serve Kalamazoo well, he said, if he raised tuition 6 per cent while peer institutions raised it 7 or 8 per cent. The other colleges would have more money to spend to improve their programs, and Kalamazoo would fall behind. After a few years of slower-than-average increases, his college would lose its competitive position "both in perception and in reality."

'Prisoners of Others'

Keeping up with the pack exacts a steep price, according to Mr. Breneman. "It makes us prisoners of others," he said, and can lead colleges to make "excessive and distasteful" quality improvements. In addition, he said, it breaks an implicit contract with parents that costs will not go up unreasonably while their children are enrolled. "If there are three years of 9-per-cent increases, by the fourth year, parents are buying a very different product," he said.

He believes that private colleges are in danger of losing their integrity by telling parents that tuitions are rising solely because of factors such as the rising costs of faculty salaries, laboratory equipment, and computers. "There's a competitive dimension to our increases," he said, "and some of that spending is discretionary."

Mr. Breneman thinks that no one college can break the back of this internally generated tuition inflation. With collective action, however, he thinks the cost run-up could be ended. "If we would all go up two points less, we'd all live, we'd all be just fine," he said.

He believes that publicizing the issue would help, too. Once the strategy is exposed, he said, college presidents might find it more difficult to tell parents less than the full truth.

—JEAN EVANGELAUF

Bennett Says Public Not Getting 'Top Return' on Education Dollars

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forms simply are not showing their dividends yet."

On the bright side, Mr. Bennett said the proportion of high-school seniors taking college-entrance examinations and Advanced Placement tests had reached an all-time high. That, he said, "means we are succeeding in keeping scores level despite a larger pool of test-takers."

Mr. Bennett also noted that more members of minority groups are taking college-entrance and Advanced Placement exams and that their scores are going up.

Mr. Bennett said average S.A.T. scores for white students had declined to 936 last year from 944 in 1976, while black students had increased their average S.A.T. scores to 728 from 686 in the same period. "Certainly these scores aren't high enough," he said. "They are still way too low, and improvement is too slow—but they are improving."

—MICHAEL W. HIRSCHORN

College Admissions Test Scores by State, 1987

	Test	Average score	1-year change	Per cent tested
Alabama	ACT	18.0	−0.2	53.0%
Alaska*	ACT	18.7	+0.6	37.1%
Arizona	ACT	19.3	0.0	38.2%
Arkansas	ACT	17.8	−0.3	56.9%
California	SAT	906	+2.0	46.2%
Colorado	ACT	19.9	0.0	63.4%
Connecticut	SAT	912	−2.0	71.6%
Delaware	SAT	910	−7.0	63.5%
D.C.	SAT	842	−10.0	55.8%
Florida	SAT	893	−2.0	47.6%
Georgia	SAT	840	−2.0	59.8%
Hawaii	SAT	881	+1.0	54.8%
Idaho	ACT	19.0	−0.2	55.6%
Illinois	ACT	18.9	−0.2	63.5%
Indiana	SAT	874	0.0	54.1%
Iowa	ACT	20.3	−0.3	60.8%
Kansas	ACT	19.3	+0.1	66.9%
Kentucky	ACT	18.3	+0.2	55.5%
Louisiana	ACT	16.9	0.0	61.3%
Maine	SAT	899	−1.0	58.5%
Maryland	SAT	914	+3.0	58.6%
Massachusetts	SAT	909	0.0	70.0%
Michigan	ACT	18.8	−0.1	58.4%
Minnesota	ACT	20.2	−0.1	35.7%
Mississippi	ACT	16.3	0.0	65.3%
Missouri	ACT	19.2	0.0	54.8%
Montana	ACT	19.9	+0.1	52.7%
Nebraska	ACT	19.8	−0.2	65.9%
Nevada	ACT	19.1	+0.1	40.5%
New Hampshire	SAT	938	+3.0	65.0%
New Jersey	SAT	892	+3.0	70.1%
New Mexico	ACT	18.0	+0.1	53.9%
New York	SAT	894	−4.0	69.8%
North Carolina	SAT	838	+3.0	55.7%
North Dakota	ACT	18.8	+0.3	68.3%
Ohio	ACT	19.3	0.0	49.6%
Oklahoma	ACT	17.7	−0.1	54.9%
Oregon	SAT	928	−2.0	50.7%
Pennsylvania	SAT	891	−3.0	58.5%
Rhode Island	SAT	898	0.0	61.0%
South Carolina	SAT	832	+6.0	53.4%
South Dakota	ACT	19.6	−0.3	65.9%
Tennessee	ACT	18.0	0.0	61.9%
Texas	SAT	875	−2.0	44.8%
Utah	ACT	18.9	−0.2	67.2%
Vermont	SAT	914	−2.0	63.9%
Virginia	SAT	907	−1.0	62.3%
Washington†	—	—	—	—
West Virginia	ACT	17.6	−0.1	50.2%
Wisconsin	ACT	20.4	−0.1	42.1%
Wyoming	ACT	19.9	+0.2	62.7%
U.S. average	ACT	18.7	−0.1	
	SAT	906	0.0	

Note: The ACT (American College Testing Program's ACT Assessment) is scored on a scale from 1 to 36. The SAT (the College Board's Scholastic Aptitude Test) is scored on a scale from 400 to 1,600. For each state one score is given, depending on which test was taken by more students. The table shows the percentage of high-school graduates who took the test, based on 1986 data.

* ACT scores reported for comparison, although a larger percentage of students took the SAT in 1987.
† Washington State administers its own tests.

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